

Emerging Metropolis: Politics of planning in Tehran during cold war

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# COLD WAR AT THE CROSSROADS 194X-198X

Architecture and planning  
between politics and ideology

*International  
Symposium*

organized by  
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Gaia Caramellino  
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**POLITECNICO**  
MILANO 1863

DIPARTIMENTO DI ARCHITETTURA  
E STUDI URBANI  
DEPARTMENT OF ARCHITECTURE  
AND URBAN STUDIES

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# POLITECNICO DI MILANO

## JUNE 13-14, 2017

**COLD WAR AT THE CROSSROADS: 194X-198X**  
**Architecture and planning between politics and ideology**  
Politecnico di Milano, Department of Architecture and Urban Studies  
13-14 June 2017

**GENERAL PROGRAM**

The seminar will take place in Aula Osvaldo De Donato, Piazza Leonardo da Vinci 32, Milan (Italy).

**Tuesday, June 13, 2017**

**9.30:** Welcome

**9.40:** Address and introduction to the seminar

**10.00-11.30: *Transfer and networks***

Filippo De Dominicis\_Independent scholar

Hideo Tomita\_Kyushu Sangyo University / TU Berlin

Jelica Jovanović\_TU Wien

Coffee break

**11.30-13.00: Keynote 1**

**David Crowley**\_Royal College of Art, UK

*Notes from the Underground*

**13.00-14.00 LUNCH**

**14.00-15.1: *Cold War's spaces and territories:  
shaping, planning and reuse\_Part 1***

Alfredo Thiermann Riesco\_ETH Zürich

Fredie Floré\_KU Leuven

Asma Mehan\_Politecnico di Torino

**15.30- 16.15: Keynote 2**

**Ljiljana Blagojevic**\_University of Donja Gorica,  
Podgorica, Montenegro

"The Problem of the House in Socialism: Mediating  
the Individual and the Collective"

Coffee break

**16.30-18.00: *Cold War's spaces and territories:  
shaping, planning and reuse\_Part 2***

Mladen Stilinovic\_Ghent University

Eli Borrero\_McGill University Federico

Camerin and Luca Maria Francesco Fabris\_UVA

Valladolid and Politecnico di Milano

Aleksa Korolija\_Politecnico di Milano

**18.15-19.00: Keynote 3**

**Anna Bronovitskaya**\_MARCH School of  
Architecture / Moscow's Institute of Modernism,  
Russia

"To catch up and leave behind: The transfer of  
architectural ideas and technologies from the USA to  
the USSR"

**Wednesday, June 14, 2017**

**9.30-11.30: *Soft power: Cold War's cultural front***

Patricio del Real\_Harvard University

Ludovica Vacirca\_Independent scholar

John Crosse and José Parra\_Independent scholar and  
University of Alicante

Antonio Pizza\_ETSA de Barcelona

Fernando Agrasar and Juan I. Prieto\_ETSA da Coruña

Coffee break

**11.45-13.15: *In between: strategies, visions and  
geographies***

Paolo Scrivano\_Xi'an Jiaotong-Liverpool University

Elena Markus\_Technische Universität München

Daniel A. Barber\_School of Design University of  
Pennsylvania

Andreh Marouti\_UCLA

**13.15-14.15 LUNCH**

**14.15-15.30: Round Table**

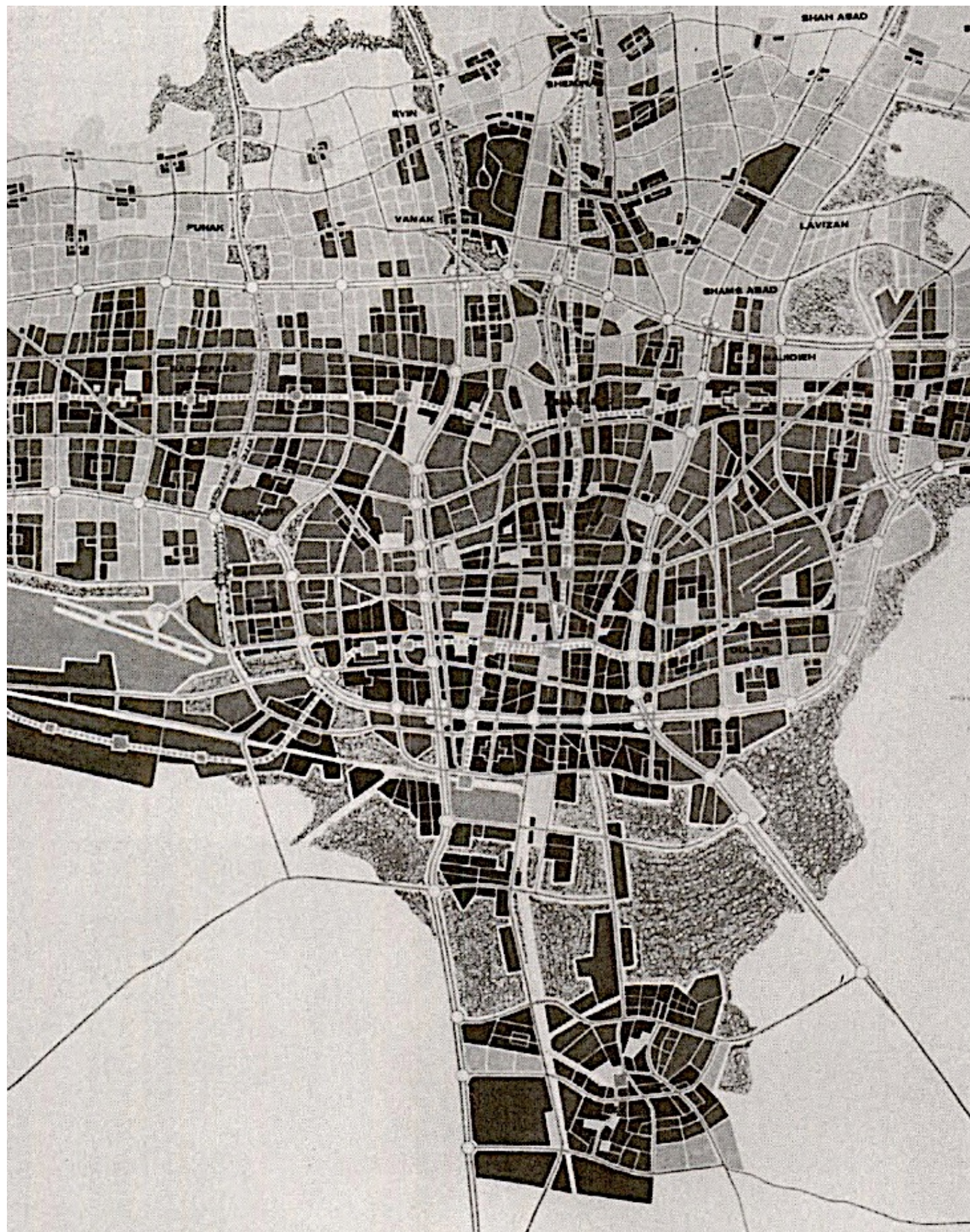
Rika Devos\_Université Libre de Bruxelles

Hartmut Frank\_HafenCity University Hamburg

Jorge Francisco Liernur\_Universidad Torcuato Di  
Tella

Catherine Maumi\_ENSA Grenoble







# **Cold War at the Crossroads: 194X-198X**

## **Architecture and planning between politics and ideology**

Politecnico di Milano  
Department of Architecture and Urban Studies  
13-14 June 2017

### **Asma MEHAN**

**Author's Bio:** Asma MEHAN is a visiting PhD Student at EPFL (École polytechnique fédérale de Lausanne) in Lausanne (Switzerland), Former Research Fellow at the Alfred Deakin Institute (ADI) in Deakin University, Melbourne (Australia) and PhD Candidate in 'Architecture- History- Project' Doctoral Program in the Department of Architecture and Design (DAD), Politecnico di Torino, Torino (Italy). A graduate of Art University of Isfahan (AUI) with Master degree in Architecture and Urban Studies, she examines the relationship between democracy and the (trans)formations of urban space in Iran. Focusing on public squares, she traces their socio-political transformations as well as their role in instigating social transformations through examples that span from the pre-modern times to the present. Her current research on Tehran goes beyond the symbolic capacities of architecture and focuses on the politics of space production.

Asma has been working as an Architect and Lecturer since 2010. She has extensively presented her research at national and international conferences, and has received Awards, Grants and Fellowships included: Awarded Travel Grant for attending in International PhD Seminar "Comparing Habitats" supported by the 'EPFL Habitat Research Center' and ' the Laboratory of Urbanism (Lab-U, EPFL)', École Polytechnique Fédérale de Lausanne (EPFL) (Lausanne, 2017), Graduate Scholar Award by Spaces & Flows: Seventh International Conference on Urban and ExtraUrban Studies, University of Pennsylvania (Philadelphia, 2016), 2015 Premi di Qualità (Quality Awards) by Scuola di Dottorato (Doctoral School), Politecnico di Torino (Torino, 2016), Society of Architectural Historians' (SAH) Keeper's Preservation Educational Fund Annual Conference Fellowship (Chicago-2015), and Society of Architectural Historians of Great Britain (SAHGB) Graduate Student Research Forum Travel Grant (Edinburgh- 2015).

Front Page: Master Plan of Tehran prepared for the Shah of Iran, 1967. Source: Jeffrey M. Hardwick. Mall Maker: Victor Gruen, Architect of an American Dream (Pennsylvania: University of Pennsylvania Press, 2004), 222.

## **Emerging Metropolis: Politics of planning in Tehran during cold war**

### **Abstract**

The Second World War and its associated political events of a national and global scale brought new circumstances, which was considerably influenced the development processes of Tehran. During World War II, Iran hoped that Washington would keep Britain and the Soviet Union from seizing control of the country's oil fields. In 1951 and 1952 Truman worked with Iranian Prime Minister, though unsuccessfully, to regain some of those lost oil rights for Iran. By the late 1950s and President Kennedy's presidency, he used aid as leverage for social reform. During the early years of 1960's, the Kennedy Administration was urging its allies in the third world to carry out necessary reforms in order to prevent popular discontent and enhance dominant ideology of 'modernism'.

In 1968, a major piece of legislation, the Urban Development and Renewal Act, enabled the municipality to implement Tehran's Comprehensive Plan (TCP 1968), which integrated all the elements of a 1960s' American city such as the separation of functions, highways, suburbs, shopping centers and housing area. The export of these American cities principles can only be understood from the background of the Cold War period, in which the east and west were both competing for cultural colonization of Middle Eastern strategically important cities like Tehran. During this period, the new developments supported by the oil boom of 1970s, were built in different forms to constitute an expanding metropolis. In 1974, the second "International Congress of Architecture" with the theme of "Toward a Quality of Life" held at Persepolis and brought together all leading world architects and planners to review Iran's progress in its professional response to the challenges posed by increasing oil revenues. This research aims to represent the export of planning as a political means of cultural colonization of Third World during the cold war period.

**Keywords:** Cold War, Third World, Tehran, Middle East, Planning politics